

KDKA-TV

ONE GATEWAY CENTER, . PITTSBURGH PA 15222

KDKA-TV

AND

PAGE 1

| | | | | |
|--|---|--------------------------------|---|---------------|
| 146318 | AGENCY (OR SERVICE) ACTING AS AGENT FOR 256839 | | ADVERTISER (OR AGENCY AND ADVERTISER) | |
| NAME | STRATEGIC MEDIA PLACEMENT | | ROTHFUS FOR CONGRESS | |
| AND | 7669 Stagers Loop | | 1341 Old Freedom Rd Ste 202 | |
| ADDRESS | Delaware | OH 43015-7010 | Cranberry | PA 16066-5010 |
| | USA | | USA | |
| CONTACT | WHITNEY EVERSOLE | | PRODUCT PA CD12 KEITH ROTHFUS WK 10/29 | |
| LOCAL SALESPERSON | Brian Butz-1 | AGENCY EST. NO. 2554 | PRODUCT CODE | 1310 |
| NATIONAL SALESPERSON | | | | |
| BROADCAST SCHEDULE STARTING 10/29/12 AND ENDING 11/04/12 NO. WEEKS: 1 | | | | |

Cancellation Notice

Required

Announcement 28 days

prior notice

CBS Television Stations Standard Terms and Conditions for advertising shall apply.

NONDISCRIMINATION POLICY: CBS Television Stations and its Stations do not discriminate in advertising contracts on the basis of race or ethnicity, and will not accept any advertising which is intended to discriminate on the basis of race or ethnicity. Advertiser represents and warrants that it is not purchasing time from CBS Television Stations or its Stations that is intended to discriminate on the basis of race or ethnicity.

| ITEM | DAYS | SPOTS PWK. | TIME | | LENGTH | EFFECTIVE DATES | PROGRAMS | TOTAL BDCST. | UNIT RATE | TOTAL VALUE(1) |
|---|---------|---------------|--------|--------|--------|-------------------|--------------------|-----------------|-----------|----------------|
| | | | FROM | TO | | | | | | |
| PRINT AT STATION. ALL RATES ARE PRE-EMPTIBLE. PAID FOR BY ROTHFUS FOR CONGRESS. MARK INVOICE PAID, PROOF OF PERFORMANCE AND PUT IN PUBLIC FILE. | | | | | | | | | | |
| 1 30 MIN SEP | M-F | 3 | 05:00A | 05:58A | 30S | 10/29/12-11/02/12 | THIS MORNING 5-6AM | 3 | 250.00 | 750.00 |
| 2 30 MIN SEP | 11111.. | 5 | 05:58A | 07:00A | 30S | 10/29/12-11/02/12 | THIS MORNING 6-7AM | 5 | 400.00 | 2000.00 |
| 3 30 MIN SEP | 11111.. | 5 | 07:00A | 09:00A | 30S | 10/29/12-11/02/12 | THE EARLY SHOW | 5 | 300.00 | 1500.00 |
| 4 30 MIN SEP | M-F | 3 | 10:58A | 11:58A | 30S | 10/29/12-11/02/12 | PRICE IS RIGHT | 3 | 400.00 | 1200.00 |
| 5 30 MIN SEP | M-F | 3 | 11:58A | 12:30P | 30S | 10/29/12-11/02/12 | NOON NEWS | 3 | 425.00 | 1275.00 |
| 6 30 MIN SEP | M-F | 3 | 02:58P | 03:58P | 30S | 10/29/12-11/02/12 | DR. PHIL | 3 | 300.00 | 900.00 |
| 7 30 MIN SEP | M-F | 4 | 04:30P | 05:00P | 30S | 10/29/12-11/02/12 | 430-5PM NEWS | 4 | 525.00 | 2100.00 |
| 8 30 MIN SEP | 11111.. | 5 | 05:30P | 06:00P | 30S | 10/29/12-11/02/12 | 530-6PM NEWS | 5 | 675.00 | 3375.00 |
| 9 30 MIN SEP | 11111.. | 5 | 05:58P | 06:30P | 30S | 10/29/12-11/02/12 | M-F 6PM NEWS | 5 | 725.00 | 3625.00 |
| 10 30 MIN SEP | 11111.. | 5 | 06:30P | 07:00P | 30S | 10/29/12-11/02/12 | M-F 630PM NEWS | 5 | 725.00 | 3625.00 |

(1) Less Agency commission of 15% Except on Non-Commissionable Amounts. Conditions on the reverse of this page and any attachments hereto are an integral part of this Agreement. If this contract is with an Advertiser, references to Agency apply to Advertiser, except no commission will be allowed an Advertiser.

ACCEPTED BY AGENCY

AS AGENT FOR (ADVERTISER)

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| 146318 | AGENCY (OR SERVICE) ACTING AS AGENT FOR 256839 | | ADVERTISER (OR AGENCY AND ADVERTISER) | | Cancellation Notice Required Announcement 28 days prior notice |
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| AND | 7669 Stagers Loop | | 1341 Old Freedom Rd Ste 202 | | |
| ADDRESS | Delaware | OH 43015-7010 | Cranberry | PA 16066-5010 | |
| | USA | | USA | | |
| CONTACT | WHITNEY EVERSOLE | | PRODUCT PA CD12 KEITH ROTHFUS WK 10/29 | | |
| LOCAL SALESPERSON | Brian Butz-1 | AGENCY EST. NO. 2554 | PRODUCT CODE 1310 | | |
| NATIONAL SALESPERSON | | | | | |
| BROADCAST SCHEDULE STARTING 10/29/12 AND ENDING 11/04/12 NO. WEEKS: 1 | | | | | |

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|----------------------|----------|------------|------------------|------------------|--------|-------------------|---------------------------|--------------|-----------|----------------|
| | | | FROM | TO | | | | | | |
| 11 30 MIN SEP | M-Su | 6 | 11:00P | 11:35P | 30S | 10/29/12-11/04/12 | 11PM NEWS | 6 | 1100.00 | 6600.00 |
| 12 30 MIN SEP | M-F | 3 | 11:35P | 12:37A | 30S | 10/29/12-11/02/12 | 11:35P-12:37A - LETTERMAN | 3 | 300.00 | 900.00 |
| 13 30 MIN SEP | Sa | 1 | 05:58A | 07:58A | 30S | 11/03/12-11/03/12 | SAT. MORN. LOCAL NEWS | 1 | 160.00 | 160.00 |
| 14 30 MIN SEP | Sa | 1 | 07:58A | 10:00A | 30S | 11/03/12-11/03/12 | SAT.CBS MORNING NEWS | 1 | 275.00 | 275.00 |
| 15 30 MIN SEP | Su | 1 | 08:58A | 10:28A | 30S | 11/04/12-11/04/12 | CBS SUN MORN | 1 | 400.00 | 400.00 |
| 16 30 MIN SEP | Su | 1 | 10:28A | 11:30A | 30S | 11/04/12-11/04/12 | FACE THE NATION | 1 | 450.00 | 450.00 |
| 17 30 MIN SEP | T | 1 | 07:58P | 09:00P | 30S | 10/30/12-10/30/12 | NCIS | 1 | 4000.00 | 4000.00 |
| 18 30 MIN SEP | W | 1 | 07:58P | 08:57P | 30S | 10/31/12-10/31/12 | SURVIVOR XXV | 1 | 3250.00 | 3250.00 |
| 19 30 MIN SEP | Su | 1 | 06:58P | 08:00P | 30S | 11/04/12-11/04/12 | 60 MINUTES | 1 | 3000.00 | 3000.00 |
| 20 30 MIN SEP | Su | 1 | 11:00A | 07:57P | 30S | 11/04/12-11/04/12 | MCDONALDS'S STEELERS | 1 | 3000.00 | 3000.00 |
| 21 1-4:15P SEP | Su Su | 1 | 07:03P 12:57P | 07:30P 07:00P | 30S | 11/04/12-11/04/12 | NFL REGULAR SEASON GAMES | 1 | 5000.00 | 5000.00 |

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AND 7669 Stagers Loop

1341 Old Freedom Rd Ste 202

ADDRESS Delaware OH 43015-7010

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USA

USA

CONTACT WHITNEY EVERSOLE

PRODUCT PA CD12 KEITH ROTHFUS WK 10/29

LOCAL SALESPERSON Brian Butz-1 AGENCY EST. NO. 2554

PRODUCT CODE 1310

NATIONAL SALESPERSON

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| Estimate | | | | | | | | | | |
|----------|------|---------------|------|----|--------|-----------------|-------------------|-----------------|--------------------------------|-------------------|
| ITEM | DAYS | SPOTS PWK. | TIME | | LENGTH | EFFECTIVE DATES | PROGRAMS | TOTAL BDCST. | UNIT RATE | TOTAL VALUE(1) |
| | | | FROM | TO | | | | | | |
| | | | | | | | Total Contract: | 59 | | 47385.00 |
| | | | | | | | Billing Summary | | | |
| | | | | | | Qtr 4-12 | <u>Oct</u> .00 | | <u>Nov</u> 47385.00 | <u>Dec</u> .00 |
| | | | | | | | | | <u>Total</u> 47385.00 | |
| | | | | | | | | | <u>GRAND TOTAL</u> 47385.00 | |

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